

Cerebra Integrated Technologies

E-waste buster gets bigger

Cerebra Integrated Technologies will soon add to its formidable ability to recycle e-waste by adding an ultra-modern facility for the safe, pollution-free disposal of white goods. With offices and e-waste collection centres across the country, Cerebra has an unparalleled position in its segment. The company, which posted excellent results in the last fiscal, has also been awarded a high CRISIL rating. With the Centre's thrust on e-waste recycling by organized players, the company's fortunes are set to soar further.

The country's largest e-waste recycler, Cerebra Integrated Technologies Ltd (BSE-532413 and NSE-listed) has a fully automated, pollution-free facility with a capacity of 96,000 mt per annum. It has informed the stock exchanges that it has commenced construction of a second factory building measuring 50,000 sq ft for an ultra-modern, pollution-free, e-waste recycling facility exclusively for white goods, and that the new plant will be fully operational by December 2018. The company's total plant area now stands at 100,000 sq ft.

Cerebra was recently awarded a 'CRISIL MSE 2' rating, which indicates financial strength- 'High', operating performance- 'High' and also 'high creditworthiness in relation to other MSEs'. The company has shown excellent results for FY 2017-18, with a total revenue of Rs. 316.13 crore, EBITDA of Rs. 43.91 crore and EPS of Rs. 2.75.

According to market sources, the promoters of the company have been buying its shares through 'creeping acquisition' at regular intervals from the market and now hold around 1.35 crore shares of the company. The promoters are looking at further increasing their shareholding, and according to another market source the company may plan a buyback of 50 lakh shares up to a price of Rs.100.

The company's new facility will be an ultra-modern one capable of handling all white goods, including refrigerators, washing machines and air-conditioners, and ensuring that they are safely disposed of without causing any pollution or

other harmful effects to the environment. With this, Cerebra will have an unparalleled infrastructure of over 1 lakh square feet of modern facilities to handle the complete gamut of e-waste, giving it pole position in the segment. The commissioning of the new facility will provide a major boost to the

turnover and profits of the company making it the largest player in the country. The expenditure on the new plant will be from internal accruals and it will be a major revenue earner by the end of this financial year. Besides, the company has established country-wide collection centres and plans a further expansion by identifying and establishing around 3,000 third-party collection centres.

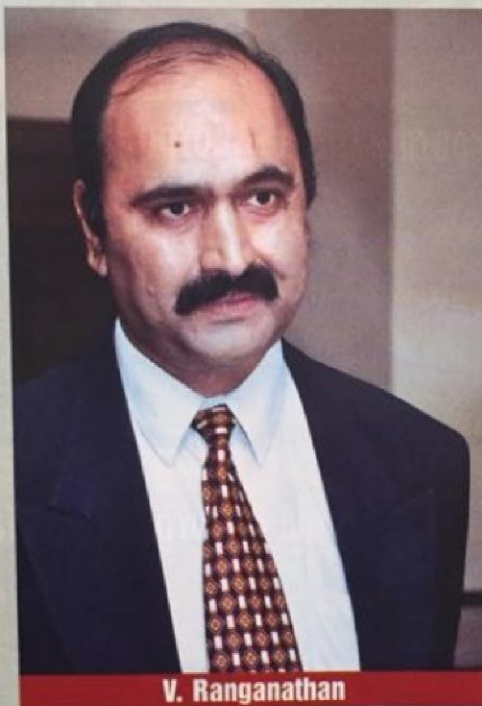
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According to a report by the International Telecommunication Union (ITU), a UN agency working in the field of information and communication technologies, India discarded around 2 million tonnes of e-waste in 2016. And the figure is increasing steadily every year. In this regard, the government has brought out detailed 'E-waste handling rules, 2017' and is working towards en-

suring that electronic waste is not handled by the informal sector, thereby ensuring a pollution-free India.

According to V. Ranganathan, Managing Director, in the near future, Cerebra will add recycling facilities for catalytic converters, tubelights and batteries, as well as a gold extraction facility. The company has offices across the country and possesses the infrastructure to collect e-waste pan-India. It has another string to its bow — Cerebra Middle East FZCO which is a niche IT distribution house offering data centre, security surveillance and IT infrastructure management solutions to the Middle East and North Africa (MENA) regions.

For a company which is already a market leader in its segment, the government's thrust on e-waste being handled only by organized players will give a further boost to Cerebra's topline as well as bottom line, making it a financially sound corporate entity. ■



V. Ranganathan